MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/ 2023

BMK2094 – RETAIL MARKETING

(All sections / Groups)

3 July 2023
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including the cover page) with 4 Questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

The retail life cycle concept states that retail institutions—like the goods and services they sell— pass through identifiable life stages. Define retailing and discuss FOUR stages of retail life cycle with examples.

(Total 25 marks)

QUESTION 2

A retail value chain represents the total bundle of benefits offered to consumers through a channel of distribution. Discuss THREE aspects of a value-oriented retail strategy and five potential pitfalls to avoid in planning a value-oriented retail strategy.

(Total 25 marks)

QUESTION 3

More retailers are engaged with global direct marketing because of the growing consumer acceptance of non-store retailing in other countries. Define retailing and discuss EIGHT steps in a direct-marketing strategy.

(Total 25 marks)

QUESTION 4

Dollar Tree is the largest single-price-point ($1.00) retailer in North America. It provides a balanced selection of everyday consumables items and plans its assortment to ensure suppliers meet the demand. Discuss any FIVE factors that Dollar Tree should take into account when planning merchandise quality.

(Total 25 marks)

End of page